

The

KMA GUIDE



September-October, 1974

SEPTEMBER-OCTOBER GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- Sept. 17—T. J. Mikkelsen
Sept. 19—Patrick, son of Ned Dermody
Sept. 20—Nancy Stotts
Sept. 21—Lory, daughter of Mary Williams
Sept. 22—Rhonda, daughter of Nancy Stotts
Sept. 27—Mrs. Ralph Lund
Sept. 27—Bob Cline
Sept. 27—Amy, daughter of Ned Dermody
Oct. 8—Gayleen, daughter of Lynn Padilla
Oct. 10—Anne, daughter of Nancy Stotts
Oct. 11—Warren Swain
Oct. 13—Carol, daughter of Norm Kling
Oct. 15—Kent, son of Nadine Kelsey
Oct. 18—Mrs. Mike Goodin
Oct. 18—Richard, husband of Brenda Kay

HAPPY ANNIVERSARY TO:

- Sept. 2—Mr. and Mrs. Steve Hoefing
Sept. 5—Mr. and Mrs. Ralph Childs
Sept. 6—Mr. and Mrs. Earle Crowley

The KMA Guide

SEPTEMBER-OCTOBER, 1974

Vol. 31

No. 5

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COVER STORY

Covering county fairs during the summer takes a lot of KMA Farm Director Cliff Adams' time. He manages to get tape recorded interviews with officials, participants and spectators at these events. The best of these he puts on the air in order to give KMA listeners a broad sampling of opinions and ideas garnered from these events.

On the cover of this issue of The KMA Guide, Cliff is seen taping a conversation with David Hessman, Ida County Extension Director, who was the judge for the 4-H beef entries at the Page County Fair at Clarinda. They are standing in the arena at the close of the beef judging, and the 4-H boys in the background have lined up to sign up for the auction of their calves the next morning.



Japanese make annual visit.

For the past eight years, the Shenandoah Rotary Club has hosted 16 young Japanese students for a week. The students who come from all over Japan compete for the tour which is sponsored by the Minaminihon Broadcasting Company of Kagoshima, and includes several other cities in the U.S. Chaperones for the students this year

were these men who stopped at the KMA studios with Paul Foster of May Seed and Nursery Co.: (l-r in picture) Paul Foster, Kinji Yokoyam, KMA's Andy Andersen, Moriji Murano, Itsuro Hatanaka who acted as interpreter, and Yoshio Shichida. All the visitors are associated with the sponsoring company.

The KMA Guide

A Chat With Edward May

School days, school days,
Dear old golden rule days
Reading and writing and arithmetic
Taught to the tune of a hickory stick,
et cetera.

You know the rest of the song although they seldom sing it much any more.

The latter part of August saw the end of summer vacation and the start of another school year with its many activities. It doesn't seem possible another summer has come and gone but we know it has.

As far as the May family and school, Ed Jr. has returned for his junior year at the University of Nebraska at Lincoln where he is majoring in broadcasting. To date his broadcasting courses have been confined to radio, and he finds his experiences at KMA to be invaluable. However, this fall he began a course in television which he has been looking forward to with a great deal of enthusiasm.

Another member of the May family is also taking college work. My daughter, Annette, who is married and lives at Deerfield, Wisconsin — which is practically a suburb of Madison — has enrolled at the University of Wisconsin at Madison. Annette has a flair for writing and is pursuing that course of study. In addition to her schooling, she writes two columns weekly in the Deerfield paper. One has to do with cooking, and the second pertains to books and literature. Annette spends countless hours in her kitchen and is considered a

gourmet cook. I hope the readers of her column try some of her excellent recipes.

School is nothing new for either Ed Jr. or Annette, but it is a new experience for granddaughter Amy Sislo of Wausau, Wisconsin. It seems only a year or so ago we had a picture of Amy when she arrived in the world, but now she is five years old and has started to kindergarten. Actually she has been looking forward to school for some time and I am positive she will enjoy it. Being in kindergarten she will be in school only half a day, but this will give brother Bill a chance to become adjusted to being at home without his older sister. At present Bill is practically Amy's shadow. Actually I think the separation will be good for both of them.

As a general rule, I don't like to see summer come to an end. It means another season has passed by. However, I was more than glad to see the summer of 1974 come to a conclusion. It was the hottest and driest summer since 1936, and the losses due to drought will take quite some time to overcome. The hot dry weather seriously affected crops in western Iowa, northern Missouri, eastern Kansas and much of Nebraska. When the rains finally arrived it was too late to save much of the corn crop. It is a helpless feeling to see the scorching sun bear down day after day and to see the crops suffer because of the lack of badly needed moisture. Although it has been 35 to 40 years since we have had a drought like the summer of 1974, I hope it is at least that many years before we see another one.

Still on the subject of hot dry weather. Sunday, July 21, the day of the open house at the Earl May Trial Grounds, was a scorcher. The temperature climbed to a high of 107 degrees, probably the hottest day of the entire summer. In spite of the torrid heat, several thousand flower and plant enthusiasts braved the high temperatures to see and tour the Test Gardens. They didn't linger as long as usual but, nevertheless, they seemed to enjoy themselves. The picture on this page shows my brother-in-law, J. D. Rankin, Dick Schlick, and yours truly enjoying the gardens. Incidentally the trial grounds still look beautiful and there is much to see. They should remain colorful until we have a killing frost. If you are in the vicinity of Shenandoah, you are invited to visit our trial grounds and take all the time you want to see the flowers, the trees, the grasses, shrubs, vegetables, and the other items of interest.



Looking over the shrubs at the Earl May Test Gardens during Open House are (l to r) Dick Schlick, who is Director of Research and Manager of Nursery Division, J. D. Rankin, Jr., Executive Vice President, and Edward May, President of Earl May Seed and Nursery Company.

MAC'S FAX

Our "Open House" on Sunday, July 21, turned out to be the hottest day of the year with the thermometer reaching 107 degrees that day. Still thousands of our friends and customers braved the heat and discomfort to inspect our test gardens.

We had the opportunity to meet and visit with many of our listeners who had lawn and gardening questions. All in all, in spite of the heat, our Open House was quite a success. The gardens were beautiful, and I'm sure all who attended felt it was more than worthwhile; we certainly did.

Many people are asking when to dig and store potatoes and onions. By the time you read this, potatoes and onions should be or should have been dug. I dug mine the first week of August. Store them in a cool, dry place where air can reach them, preferably with some air circulation. Unless you have a cave, don't expect potatoes and onions to keep all winter.

Due to the dry weather, tomatoes, squash

and cucumbers have had a severe time of it. The tomatoes in my garden are fruiting now, and we are busy canning for winter. Due to the dryness, tomatoes have been slow to ripen and the fruits have been small. The sweet corn crop was almost a failure. We did have a few messes of fairly good sweet corn, but because of the drought, it lacked flavor. We certainly didn't harvest enough to freeze.

Although your lawn looks dead because of drought, have faith, when it does rain you will be surprised how quickly it will come back and be restored to the rich green color we all admire. Be sure and feed your lawn this fall with Earl May Lawn and Turf Builder. After the stress of heat and lack of moisture, when the rains come, it will need a good feeding to go into winter. Your lawn will also have a lot of weeds; for this we recommend Earl May Dandelion and Weed Control, plus fertilizers.



"Mac" discusses ballots at Ed May Straw Vote booth at Open House with "Andy" Andersen, KMA Station Manager, and Jim Shaum, Vice President and Secretary of May Seed and Nursery Co.

RFD 960

By CLIFF ADAMS



The top story in Agriculture this year will undoubtedly be the severe drought which struck the Midwest. Affecting most of the KMA listening area, corn was the principal victim. The latest crop report estimate as of August 12th shows the impact with a projected corn yield of 4,965,950,000 bushels, 12 percent below a year ago and far below the goal of the Agriculture department's 5.9 billion which was sought.

Here in Iowa, the nation's number one corn producing state, the yield projected is for 998,750,000 bushels, over 200 million bushels under last year's yield despite an increase in acreage. Iowa's corn yield was placed at an average of 85 bushels per acre. With 13 days of 95 degree heat and more including 4 days when it was 100 degrees and more here in Shenandoah and with only a half inch of rainfall during the month of July, pollination of the corn was affected and growth stunted. The severity of the drought was primarily located in Southwestern Iowa. Many other parts of the state had more than abundant rainfall.

I found conditions were far worse in our neighboring state of Nebraska where I attended one of several meetings held statewide at the urging of Governor J. James Exon. The projected yield for Nebraska is 76 bushels per acre this year. This is because of a large amount of land which is irrigated in that state. Other states in our KMA listening area affected by the drought include Missouri and Kansas where corn yields are estimated at 62 and 80 bushels respectively.

This past weekend saw the rains finally coming but too late to be of much help to the corn. Soybeans will be the principal beneficiaries of the recent rain, but even there the yield is below last year. Iowa's estimated production is set at 212,100,000 bushels down from last year's 268,600,000 bushels. The drought followed the heavy rains in some areas of the country where too much rain caused a delay in planting and the flooding out of crops.

The fair season is keeping us occupied as

usual during the summer. Entries were affected by the drought and the low cattle prices. Gardens were affected by the dry weather and displays were down noticeably. Cattle prices have dulled the enthusiasm of some 4-Hers. The latest ratio of prices shows the corn/hog ratio at 10.3 for the week ending August 10 as compared with 20.1 a year ago. For steers the ratio was 13.1 compared with 18.6 a year ago. The price of corn is one of the greatest deterrents in livestock feeding this year. Last year it was the price of protein supplements including soybean meal.

The unprofitability of cattle feeding showed up in the cattle on feed reports this summer. As of July 1st the number of Iowa cattle on feed was 23 percent below a year ago. In seven principal feeding states the number was 24 percent below a year ago. What this means of course is that a year from now we can expect to see meat shortages again. I do not foresee shortages this fall or winter as some have predicted, primarily because of the liquidation of cattle from areas that are short of feed.

The recent story of Minnesota's Senator Hubert Humphrey calling for people to eat one less hamburger a week is as predicted raising some ire among livestock producers. The Senator was countered by Secretary of Agriculture Earl Butz saying we have too many dogs, cats and horses in the country consuming too much grain and meat. This may raise the ire of another segment of the population. I asked Missouri Congressman Jerry Litton at the recent National meeting of Agricultural Marketers in Kansas City if he foresaw the day when we might have to ration the amount of grain we feed to horses. His answer was yes. It is certainly something to think about and with this year's drought it even more enters into one's thinking.

* * *

Editors' Note: At Guide deadline time, Farm Director Cliff Adams had been taken to the Shenandoah hospital. After undergoing tests, the report is that he had suffered a gall bladder attack and may face surgery.

WARREN SWAIN

On Sports

Oklahoma is the overwhelming choice to capture the Big Eight Championship this fall. Even Oklahoma football coach, Barry Switzer, agrees. The Sooners thus become one of the strongest pre-season favorites in recent years. This line of thinking is brought about by the experience and talent of Oklahoma, and also by the controversial belief of many that Nebraska has slipped. The Big Eight Conference has always been known for its balance and this year will be no exception. All the conference coaches agree that there is no recognizable difference between third and eighth place. In a poll of the Big Eight football coaches, Oklahoma was the unanimous choice to win the Big Eight Championship. Nebraska was picked to finish second, while Missouri was tabbed for third. After that, there was no agreement on how Iowa State, Colorado, Kansas, Oklahoma State and Kansas State should be ranked.

Even though, Barry Switzer does agree that his Sooners should be rated the favorites, he points out that Nebraska has the same kind of players his team has. The only difference he sees in the two squads is that the Huskers do not have a back like Johnny Rodgers who can break a game open like the Sooners have in Joe Washington.

Kansas State football coach, Vince Gibson, is the Dean of the current Big Eight football coaches. He has correctly picked the Big Eight Champion three out of the last four years. The Wildcat mentor terms Oklahoma the best team in America and goes on to say that no team in the Big Eight can touch them. Gibson also says he believes that this is the year that Nebraska comes back and joins the rest of the pack in the conference.

Iowa State football coach, Earle Bruce, states that he does not expect Nebraska to decline and continues that Oklahoma may be the top team in the country but Nebraska won't be far behind. Kansas coach, Don Fambrough, comments that Oklahoma is in a class by itself and that the seven other teams are all in a toss-up for second. Missouri football coach, Al Onofrio, feels that any team could challenge Nebraska for second, but that Oklahoma is another matter. Nebraska football coach, Tom Osborne, agrees that Oklahoma deserves to be the favorite but points out that he plans to field a good football team this fall and should be able to compete with Oklahoma. The coach of the Oklahoma State Cowboys, Jim Stanley, does not see how Oklahoma can be as good as they were at the tail-end of last year.

It is interesting to note, however, that the Sooners have disappointed the last three times they have been a pre-season favorite. Every football team in the Big

Eight has some question marks. Oklahoma has a solid offensive line, a proven backfield, talented receivers and a good kicking game. However, the chief concerns on the part of the coaching staff are at noseguard and linebacker plus depth at half-back and in the defensive line. Nebraska returns an experienced offense, quality linebackers and a solid-appearing rebuilt secondary. Question marks for the Huskers include their defensive line, an unsure kicking game and an improved running game from no new sources. Missouri has a veteran defense and two proven quarterbacks but has an inexperienced offensive line, a questionable running game and a schedule that features several mid-season road games. The strong point for Kansas this season should be its defensive unit. But, the Jayhawks' offense is trying to master the Houston Veer "T." Many say the Veer T can not be mastered in one season effectively. Kansas also has inexperienced backs including the quarterback position. The Iowa State Cyclones have a first-division look on offense, but the question mark is the defense. The Cyclones will be able to score points against anybody. The problem is, will they be able to stop the opposition. The trouble areas seem to be noseguard, linebacker and over-all depth on the defensive unit. However, if the defense comes around, and the Cyclones should win at least three of their first four non-conference games, as well as their first conference tilt at Colorado, look out. Iowa State will definitely then be a contender for the title.

Another darkhorse possibility is Colorado. First-year coach, Bill Mallory, inherits a potent offense and a defense that ranked last in just about every department in the conference last season. However, Mallory is looked upon by many as a defensive genius. If he can rejuvenate the defense and his squad live through a tough non-conference schedule (the first two games are at LSU and Michigan), the Buffs might well be a real sleeper.

Oklahoma State's football team has a well-balanced look, with abundant running backs and kickers. But, the Cowboys will have to depend on a sophomore quarterback, who passes better than he runs, to direct its wishbone attack. Kansas State could be the most improved team with good young talent, a veteran quarterback and a schedule that features seven home games. However, the Wildcats have won only five conference games in three years and have the farthest to go.

It is tough to forecast how the Big Eight will finish at this early reading with all the tremendous balance that the conference shows. But, anyway, here goes:

- | | |
|-----------------|-------------------|
| 1. Oklahoma | Kansas (tie) |
| 2. Nebraska | 6. Colorado |
| 3. Missouri | 7. Oklahoma State |
| 4. Iowa State & | 8. Kansas State |

1974 Iowa State Football Schedule

KMA Radio will again broadcast all the Iowa State football games home and away this fall. Andy Andersen and I will bring you the play-by-play broadcasts. The Cyclone season-opener will be September 14 at Texas Tech under the lights at Jones Stadium in Lubbock.

Air-Time on KMA

Sept. 14 - at Texas Tech	7:00 p.m. (CDT)
Sept. 21 - at Washington	3:00 p.m. (CDT)
Sept. 28 - Brigham Young	1:00 p.m. (CDT)
Oct. 5 - New Mexico	1:00 p.m. (CDT)
Oct. 12 - at Colorado	2:00 p.m. (CDT)
Oct. 19 - Kansas State	1:00 p.m. (CDT)
Oct. 26 - at Kansas	1:00 p.m. (CDT)
Nov. 2 - Oklahoma	1:00 p.m. (CDT)
Nov. 9 - Nebraska	1:00 p.m. (CDT)
Nov. 16 - at Missouri	1:00 p.m. (CDT)
Nov. 23 - at Okla. State	1:00 p.m. (CDT)

Sports Programming

Friday Night Sports on KMA starting September 6

5:30 p.m.—KMA Sportsman (Friday night high school gridiron report)
7:00 p.m.—KMA Football Forecast (Starts Sept. 13)
7:15 p.m.—High School Football Preview
7:25 p.m.—KMA Football Game Of The Week
9:30 p.m. (Approx.)—KMA High School Football Scoreboard

Saturday Sports on KMA

7:35 a.m.—Saturday Morning High School Football Scoreboard (Starts Sept. 7)
Iowa State Football (Starts Sept. 14)
Following ISU Football—College Football Scoreboard (Starts Sept. 14)

Sidney Rodeo

Daily reports from the 51st annual Championship Rodeo at Sidney, Iowa were presented by KMA Sports Director Warren Swain.

Record breaking crowds attended the action which featured Lynn Anderson, singing star.

Warren who was assisted with the interviewing of special guests and celebrities by Mike Goodin and Brenda Kay is shown in the picture broadcasting from the "crow's nest" above the chutes at the rodeo arena. Part of the large crowd can be seen in the background.

Kansas City Royals Schedule on KMA

Sept. 1	1:10 p.m.	Baltimore
Sept. 2	7:10 p.m.	Chicago
Sept. 3	7:10 p.m.	Chicago
Sept. 4	7:10 p.m.	Chicago
Sept. 5	7:10 p.m.	Minnesota
Sept. 7	7:10 p.m.	Minnesota
Sept. 8	1:10 p.m.	Minnesota
Sept. 9	7:40 p.m.	Oakland (DH)
Sept. 10	9:40 p.m.	California
Sept. 11	9:40 p.m.	California
Sept. 13	7:10 p.m.	Minnesota
Sept. 14	7:10 p.m.	Minnesota
Sept. 15	12:55 p.m.	Minnesota
Sept. 16	7:10 p.m.	Minnesota
Sept. 17	7:10 p.m.	Oakland
Sept. 18	7:10 p.m.	Oakland
Sept. 19	7:10 p.m.	Oakland
Sept. 20	7:40 p.m.	Texas
Sept. 21	7:40 p.m.	Texas
Sept. 22	1:10 p.m.	Texas
Sept. 24	7:10 p.m.	California
Sept. 25	7:10 p.m.	California
Sept. 26	7:10 p.m.	California
Sept. 27	7:10 p.m.	Texas
Sept. 28	7:10 p.m.	Texas
Sept. 29	1:10 p.m.	Texas
Oct. 1	7:40 p.m.	Chicago
Oct. 2	12:55 p.m.	Chicago

NEW HAMPTON, Mo. — Find enclosed check for which please renew the Guide. We don't want to miss a Guide. We like it.

SMITH CENTER, Kan. — Please find enclosed currency for renewal and another year of your little magazine. I enjoy it very much and enjoy everything in it. So keep it coming one more year and thank you for such a newsy little magazine.





Women employees from Earl May Seed and Nursery Co., KMA Radio Station and KMTV in Omaha got better acquainted at a company sponsored steak fry in June.

About 85 women employees gathered at the cabin near Riverton for a steak fry in June. May Broadcasting Company and Earl May Seed and Nursery Company entertained at the picnic and provided bus transportation to the site.

This year seven women from the KMTV staff in Omaha joined the group for an evening of food and conversation. An unexpected "visitor" highlighted the evening's entertainment.

In charge of arrangements were **LUCILLE LAWSON**, **NADINE KELSEY**, **EVANLYN SANER**, **JOY BROWN-LEE**, **DOROTHY BITTERMAN**, **EDNA AHRENS**, **LINDA PONTIUS** and **NICKI MIKKESEN**. Also assisting were **JERRY GLASGO**, **GARY ROYER** and **BILL BANGS**.



Play golf at Ames.



"Andy" stops in mid-sentence on the air as "Happy Birthday" song is played.

Station Manager "**ANDY**" **ANDERSEN** is quite a golfer and takes part in several tourneys during the season. He was low qualifier for the Shenandoah City Tournament. In the picture he is shown with a foursome at the Death Valley Invitational played at Iowa State at Ames on July 31. The foursome includes Andy, **LOU McCULLOGH**, Athletic Director at ISU, **BOB BROWN** of the Ft. Dodge "Messenger" and **GUS SCHRAIDER** of the Cedar Rapids "Gazette."

Staff members surprised KMA Station Manager "**ANDY**" **ANDERSEN** on the morning of his birthday, June 28 as the picture depicts. He was busy broadcasting the ELEPHANT SHOP handling phone calls and writing down information when much to his amazement the strains of the "Happy Birthday" song came over the air. The gang had the engineer on duty, **NORM KLING**, play the music, breaking into the ELEPHANT SHOP broadcast.

PARTY LINE

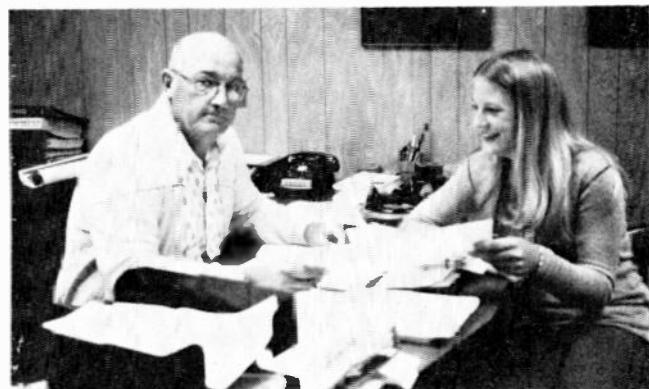
Although she has been gone from KMA for about nine years, MRS. DORIS MURPHY still had a number of former fellow workers to visit with when she dropped by the KMA studios this summer. For many years, Doris was head of the continuity department for KMA and wrote the Party Line column in the KMA Guide. She is now retired and lives in Phoenix, Arizona.

One of the artists from May Seed and Nursery Co. advertising department made the sign and stuck it in the small stream of water which ran for days past the company building. NADINE KELSEY of Accounting and LYNN PADILLA of Continuity investigate the gold possibilities. The water came from the pump which was taking the excess water caused by that downpour on May 30 from the basement of the May building.

BILL OELLERMANN who moved to a new position with the University of Southern Illinois in July was given a farewell party and gifts by his co-workers before he left. He has moved with his wife and son to Edwardsville, Ill., where he will be News Director for the radio station for the Edwardsville branch of the university.



Old friends, Chief Engineer Don Burrichter, Accountant Earle Crowley, Station Manager Andy Andersen, former staffer Doris Murphy, and Managerial Secretary Evalyn Saner reminisce about KMA days together.



Father and daughter discuss finances for upcoming college year. That's "Andy" Andersen and his youngest, Barb, puzzling over the figures for her freshman year at Iowa State University at Ames.



Ollie opens farewell gifts



Girls pan for gold.

A MEMO

From BRENDA KAY

Plans are in full swing in the Women's Department at KMA as we prepare for our Women's Exposition. On Thursday, September 19, KMA will welcome women (and men, too!) to the Armory Community Center (the old armory) in downtown Shenandoah for an afternoon and evening of fun and learning. I've contacted several resource people in the area, and we should have a fine program lined up for you. The main feature of the day will be food ideas but crafts, sewing and interior decorating will also be presented. Of special interest will be the display sponsored by the FDA with Julia Hewgley, Consumer Affairs Officer from Omaha. The afternoon session will begin at 1:00 p.m. and the evening session at 7:00 p.m. There's no admission charge. Y'all come!

One of the highlights of August included my participation in a workshop in Council Bluffs sponsored by Total Awareness, Inc. It was a two-day meeting, and we discussed many social and human problems, including drugs, alcoholism, sexuality, group counseling and parent-child relationships. Nearly 30 of us were in attendance, which was a nice sized group for open discussion. The hard part is now to decide how to implement the information and inspiration I gained into my programming. One thing for sure, meetings like that help me to be more empathetic and understanding of problems people face daily.

Richard finished painting our home in August. It's a fairly bright sky blue, trimmed in white. Since he sprayed the paint on, the project went quite a bit faster than expected. However, my painting the trim seems to be a never-ending project! Now to start in on some inside decorating projects. Fall seems to be a good season to put a new face on your environment.

Many exciting events are scheduled for the month of October. Richard's dad and his wife recently had a household sale and moved to Horseshoe Bend, Arkansas. So hopefully, we will be able to take a mini-vacation in October to see them after they get settled in their new trailer home. That part of the country should be beautiful in the autumn.

Other activities include speaking for Pawnee County and Nemaha County Home Extension Achievement Day Programs, a Shenandoah P.E.O. Chapter and helping with the Page County Farm Bureau Women's Craft Carnival. It should be a busy month!

A special feature in the recipe section this month includes pumpkin recipes. Mrs. Joan Rowe of Omaha is the Chief Pumpkin Plotter for the Children's Memorial Hos-

pital Bazaar, and several of her committee members have contributed interesting recipes. As the Pumpkin Plotter, Joan launched a campaign last spring to distribute packets of pumpkin seed, contributed by the Earl May Seed and Nursery Co., to as many interested children in the Omaha area as possible. This fall the harvested pumpkins will be taken to the bazaar which will be held Oct. 24. These pumpkins will be sold, and the profits will go to the hospital. Some of the recipes printed here will also be distributed at this annual hospital bazaar. Hope you enjoy these recipes!

Brenda Kay

PUMPKIN PIE WITH MARSHMALLOWS by LOIS WILLIAMS

(Wife of Norm Williams, Vice President and Assistant General Manager of May Broadcasting Co.)

Melt in double boiler:

1 c. pumpkin
 $\frac{1}{4}$ tsp. ginger
32 large marshmallows
 $\frac{1}{2}$ tsp. cinnamon
 $\frac{1}{4}$ tsp. salt

Let cool.

Whip 1 cup whipping cream. Mix in $\frac{1}{3}$ of whipped cream to cooled mixture. Mix well, then fold in remaining whipped cream. Pour into a cooled baked pie crust. This can be made the day before serving.

PUMPKIN PICKLES

In a 5 qt. pan, combine $2\frac{1}{4}$ c. sugar and $2\frac{1}{4}$ c. cider vinegar and 3 c. water. Add 3 sticks cinnamon and 15 whole cloves. Bring to boil and boil gently 10 minutes.

Meanwhile, cut a 4 lb. pumpkin into sections. Scrape out pulp and seeds and cut off rind. Cut pumpkin meat into 1" squares (about 6 cups) and add to syrup. Boil gently for 5 minutes. Remove from heat. Cover and let stand for 1 hour. Return to heat and boil gently, uncovered, until pieces are translucent, about 60 minutes, turning pieces occasionally.

Store in refrigerator or pack boiling hot into canning jars. Wipe rims and adjust caps. Process in boiling water to cover for 10 minutes. Makes about $2\frac{1}{2}$ pints.

PUMPKIN BREAD

4 cups sugar
1 c. oil
1 large can (No. $2\frac{1}{2}$ can) pumpkin
2 c. nuts
2 c. dates, chopped
5 c. sifted flour
4 tsp. soda
1 tsp. each of cinnamon, cloves and salt

Mix sugar, oil, pumpkin. Sprinkle flour over nuts and dates. Add remaining ingredients. Bake 325° for $1\frac{1}{2}$ hours. Makes 3 loaves.

PUMPKIN COOKIES

1 c. sugar
½ c. butter
1 egg
1 c. chopped dates
½ c. chopped nuts
1 tsp. vanilla
1 c. pumpkin
1 tsp. soda
1 tsp. cinnamon
1 tsp. baking powder
2 c. flour

Mix first seven ingredients together. Sift dry ingredients together and add. Grease cookie sheet lightly. Drop by spoonfuls. Bake at 350° for 10 minutes. When cool, frost with powdered sugar icing using orange juice instead of milk for the liquid.

* * *

BREAKFAST PUFF

This recipe was served by Barbara Sjulin at the brunch shower given in honor of Laurie Sturgeon who married Loche Williams, son of KMA Guide editor, Mary Williams. Mary Wallace Overbey, wife of Bill Overbey, Advertising Manager for May Seed, provided the recipe.

12 slices bread
6 slices ham
6 slices cheese
3 cups milk
6 eggs
1 tsp. salt

Butter 9x13" pan. Make sandwiches, buttering both sides of 12 slices of bread. Use sliced ham and sliced cheese. Place a single layer in pan. Beat eggs with milk and salt. Pour over sandwiches. Refrigerate overnight. Bake 1 hour for 350°. Sprinkle grated cheese over top the last few minutes of baking. Serve immediately.

* * *

FUDGE NUT BARS

Melt over hot water:

3 T. butter
12-oz. pkg. chocolate chips
15-oz. can sweetened condensed milk

Add:

¾ c. nuts
2 tsp. vanilla
1 tsp. burnt sugar flavoring

Set aside.

Cream together:

1 c. margarine
¼ tsp. butter flavoring
2 c. brown sugar
2 eggs
1 tsp. vanilla

Add:

2½ c. flour
1 tsp. soda
1 tsp. salt
3 c. oatmeal
¼ c. nuts

Press 2/3 of cookie mixture into greased 10x16" pan. Spread fudge mixture over top. Sprinkle rest of cookie mixture over filling. Bake at 350° 20 to 23 minutes. Do not over bake.

September-October, 1974

FUDGE MELTAWAYS

Maribeth Mellencamp, Clarinda

½ c. butter
1 sq. unsweetened chocolate
¼ c. sugar
1 tsp. vanilla
1 egg beaten
2 c. crushed graham crackers
1 c. coconut
½ c. chopped nuts

Melt butter and chocolate together. Add remaining ingredients. Press in ungreased 9" square pan. Refrigerate.

2nd layer:

¼ c. butter
1 T. milk
2 c. confectioners' sugar
1 tsp. vanilla

Blend together. Spread over chilled crumb mixture. Chill.

3rd layer:

Melt 3 sq. unsweetened chocolate. Spread over second layer. Chill.

* * *

TUNA BURGERS

(by Elaine Spargur, who is employed by Earl May Seed and Nursery Co. as prepared by Edna Howard at the May Lunch Room)

1 can tuna
8 ripe olives, chopped
½ tsp. onion, grated
1 T. pickle relish
1 boiled egg, chopped
½ c. celery, chopped
½ c. processed cheese, chopped
Salt and pepper to taste

Mixten with salad dressing, to spread on buns. Wrap each in foil, and bake 10 to 15 minutes in 375° oven. Makes 6 sandwiches. Ham or chicken can be substituted.

* * *

CHEESEY MEATBALLS

Combine:

1 lb. ground beef
½ c. fine dry bread crumbs
½ c. milk
1 egg, beaten
1½ tsp. dried parsley flakes
½ tsp. Worcestershire Sauce
½ tsp. seasoned salt
¼ tsp. pepper
¼ tsp. thyme

Shape into walnut sized balls and brown in 2 T. oil. Then drain, cover, and cook for 15 minutes. Remove balls, discard additional grease. In the skillet combine:

1 can cream of mushroom soup
½ c. water
1 8-oz. pkg. cream cheese

Let simmer until cheese has melted. Add meat balls and continue cooking till meat is heated through. Serve over cooked noodles and rice.

DRIVE CAREFULLY — SCHOOL
IS OPEN

Pam Graham of Malvern who is a new pharmacist at Jay Drug in Shenandoah talked about her career and women in the field of pharmacy with Brenda Kay on "Living Today."

You're Invited to —
**WOMEN'S
EXPOSITION**

September 19, 1974

at

**Armory Community
Center
(Old Armory)
in Shenandoah**

**Starts at 1:00 p.m.
and 7:00 p.m.**

**Featuring KMA's
Living Today Hostess
BRENDA KAY**

**Demonstrations and
Displays on Cooking,
Baking, Sewing,
Decorating, Hobbies
and Crafts
Door Prizes Surprises
Gifts**

**Sponsored by
KMA RADIC**



Basic Adult Education as offered in Shenandoah was the topic discussed by two women concerned with the program, Bobbi Cline of Shenandoah and Marie Elkin of Council Bluffs, when they visited Brenda Kay's "Living Today" show. Mrs. Cline is the wife of Bob Cline, Regional Sales Manager for KMA.

ORANGE COFFEE CAKE

1 pkg. orange cake mix
1 cup brown sugar
 $\frac{3}{4}$ c. chopped walnuts
 $\frac{1}{4}$ c. firm margarine
3 eggs
 $1\frac{1}{2}$ c. dairy sour cream

Heat oven to 350°. Grease and flour oblong pan, 13x9". Mix $\frac{2}{3}$ c. of cake mix (dry), sugar, walnuts and margarine till crumbly. Set aside. Beat eggs slightly with fork; blend in sour cream. Mix in remaining cake mix. (This batter will be thick and lumpy.) Spread half of batter in pan; sprinkle with half of the sugar mixture. Gently spoon remaining batter in pan; sprinkle with remaining sugar mixture. Bake 40 to 45 minutes. 12 to 15 servings.

MARSHMALLOW CREME DESSERT

Georgine Johnson, Clarinda, Iowa

12 hard coconut cookies (large)
4 pkgs. whipped topping mix
Milk and vanilla to prepare topping
2 c. miniature marshmallows
 $1\frac{1}{2}$ gallon sherbet, slightly softened

Lightly butter bottom of 9x13" pan. Crush 8-9 cookies and sprinkle over bottom of pan. Mix together 2 pkgs. whipped topping and 2 c. marshmallows and spread over crumbs. Add layer of slightly softened sherbet. Finally top with remaining cookies, crumbled. Freeze until serving time.

BILL BONE TAKES BRIDE

KMA Newsman William (Bill) Bone exchanged wedding vows with Miss Nan Elizabeth Tiehen at a 6:30 o'clock ceremony June 15 at St. Elizabeth's Catholic Church in Kansas City, Mo. A reception was held afterwards at the Bel Aire Club. Bill and Nan, who are both 23, took a wedding trip to Colorado. They are now residing at 1306 Longman Drive in Shenandoah in an apartment. Nan will start this fall as a teacher of remedial reading at the Hamburg, Iowa, elementary school. Bill can be heard giving the news during the day at 10 and 11 in the morning and 1, 2 and 3 in the afternoon.



Newsman and Bride



Mr. and Mrs. Loche Earl Williams

Loche Williams Marries Canadian

Things are back to normal at the home of Guide Editor, **MARY WILLIAMS** and husband, **CHARLIE**, after intensive preparations even to adding a door and outside deck to their home for the wedding of their son, **LOCHE** to **LAURIE STURGEON** of Langley, British Columbia, Canada. The wedding took place July 13 at the Shenandoah Presbyterian Church with a garden reception at the Williams' home. Loche's sister, **LORY**, came from Silver City, New Mexico, to participate in the wedding. The newlyweds are making their home at Iowa City where he will be a sophomore at the University of Iowa this fall.

Statistics show that single men die quicker. If you want a slow death, get married.

FEEDBACK

By NED DERMODY

Back and broke. Everyone knows that those are the key words when one returns from "vacation." Well, this editor just returned from two-thirds of his "vacation" . . . back and very broke. Just ye olde editor and four kids . . . ages two to ten . . . and a pocket full of travelers checks. Plans called for a leisurely week at the Iowa Great Lakes followed by a week in South Dakota's Black Hills. Sounded great! We had never been to Lake Okoboji, and I was anxious to show the kids Mt. Rushmore. A week of lolling around on a beach building sand castles and catching some summer tan sounded like true relaxation. No Watergate . . . no drought . . . no deadlines.

Needless to say, one does not loll around on a beach with a two-year-old who loves water . . . deep water. True relaxation is not an amusement park, and there is an amusement park at Okoboji. In fact, it's the first thing three sub-teens see. Dreams of sleeping late in the morning or maybe catching a few muskies or northerns go awry when four kids, with no television, wake up at six a.m. and want to go fishing, swimming or out to eat. We spent six days at Okoboji and a lot of cash. Decided to rent a cottage where I could cook and perhaps save money. Three meals a day for five people in restaurants is costly. For that matter finding a table that seats five people is almost impossible.

Kids are not the best packers in the world. My two boys are perfect examples. One boy, the younger one . . . packed everything he had . . . including five sweaters . . . but only two pairs of underpants. The older boy . . . packed well, he said . . . but ended up forgetting almost everything. He said someone unpacked his stuff.

Okoboji can best be described as "early twenties." The area not the lakes. West Okoboji, our location, is a spring fed, glacier carved lake and is said to be one of three blue water lakes in the world . . . along with Canada's Lake Louise and Switzerland's Lake Geneva. The water is very nice and very cold. The state beaches are excellent and the kids had a ball in and around the water. I got sunburned ankles. It was my own fault. I just forgot to put lotion on that particular location. But, I digress. In describing Okoboji as early twenties, I am talking principally about Arnolds Park and environs on the main highway. The amusement park and the cottages and most of the facilities were in fact built in the twenties. Very few have been updated. Quite quaint but not terribly practical. Also crowded.

The fishing was less than good . . . mainly because of boats. The kids caught a few perch and sunfish. That's really fun for dad. Baiting and unhooking fish from three

poles and trying to entertain a two-year-old . . . especially when the fish are biting. Actually we had some rather pleasant minutes fishing off a dock near our cottage. Pleasant until some teen age girls decided to go swimming. One even decided to wash her hair . . . with shampoo . . . right where we were fishing. That was a first.

When it seemed that we had exhausted the possibilities at Okoboji which included three miniature golf courses . . . and a night at the drive in movies (watching three Planet of the Ape movies) we embarked on the great trek west to cowboy country, the Black Hills . . . Keya Paha . . . the heart of the Great Sioux Nation or as the map says . . . South Dakota — of all places! I had been to the Black Hills before, but I flew to Rapid City. Driving along Interstate 90 is another thing all together, especially at 55 miles per hour. Actually it's pretty country but one mile is like another . . . and another and 346 others. With four kids . . . and rest areas that have (no facilities) . . . the search for villages and gas stations can be pretty frantic. There are some notable things in driving along the great I-90 route. It's flat . . . it's straight . . . the topography changes . . . twice. Once at the Missouri River and again when you approach the Badlands. Then there is Wall Drug. There are 368 Wall Drug signs (we counted 'em) from the Minnesota border until you reach the place. That works out to about one sign every $\frac{3}{4}$ mile. But they are all different! Somebody had a pretty good imagination.

The Badlands are great! for about fifteen minutes. The kids wanted to photograph everything. As you leave the Badlands you can see Harney Peak, the highest point in the Black Hills, and those hills really look inviting after several hours of high plains and those no facilities rest areas. The hills were fantastic. Mt. Rushmore impressed the kids as I knew it would. Then we got lost in Custer State Park. Getting lost in Custer State Park costs you two dollars for a permit (they catch you half way through), and you see miles and miles of ponderosa pine trees. Pine trees are nice and green and cool but there is not much variety. We learned about gold mining at Deadwood . . . gold panning at Rockerville . . . drove through the beautiful valleys and rode the skylifts . . . ate buffaloburgers and walked every nature trail we could find. We collected rock samples and stored them with the luggage . . . after talking the boys out of taking along what they were sure was gold. Iron pyrite boulders that weighed between five and ten pounds! I really didn't want to carry 20 lbs. of fools gold back.

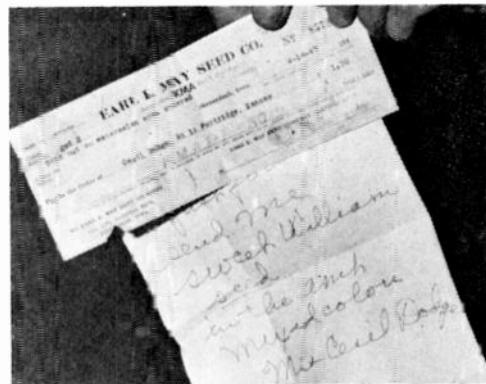
All in all . . . it was a wonderful trip. Ask the kids. And really that was the point. I just hope that Colonel Sanders, MacDonalds, Texaco and Holiday Inns appreciate it as much as the kids.



Plotters cover Newsman Bill Bone's desk with welcome back from the honeymoon greetings. Those in on the skulduggery include (l to r) Christy Hall, Steve Hoefling, Warren Swain and Ned Dermody.



Shenandoah policemen Jerry Calkins and Gordon Burmania gave bridegroom, Bill Bone, a surprise escort to his desk at KMA.



Accountant Earle Crowley spotted an unusual date on a check going through his office. The check from Earl May Seed and Nursery Co. was for \$1.30 made out as a refund to Cecil Dodge at Portridge, Kansas. The date—April 14, 1947—27 years later it was honored for a flower seed order. Originally the refund was given because that year the company sold out of watermelon seeds.

Arrest Turns Into Welcome

The newlywed couple was busy settling into their new home when a loud knock broke the calm of the June afternoon. Casually, the bride opened the door to find two stern Shenandoah policemen standing there.

"What have we done?" was her instinctive reaction followed by the other reflexive thought that they were probably at the wrong door. Much to her dismay, they asked for her husband, Bill Bone. Tumultuous thoughts of alarm and suspicion threatened to cause her to lie but instead she hesitantly called Bill to the door.

Rudely shocked but going through the same reaction as his wife, upon seeing the police on his threshold, Bill didn't have much time to assess the situation as they demanded that he accompany them "downtown." Audacious bravado assumed to cover his trepidation, Bill reassured his bride, that it was all a mistake. She watched as they marched him to the squad car wondering what was going to happen and how she had gotten into this . . . also suddenly what are the neighbors thinking.

"Get in," harrumphed one policeman opening the car door as the other got behind the wheel. Fearfully, Nan watched them drive away.

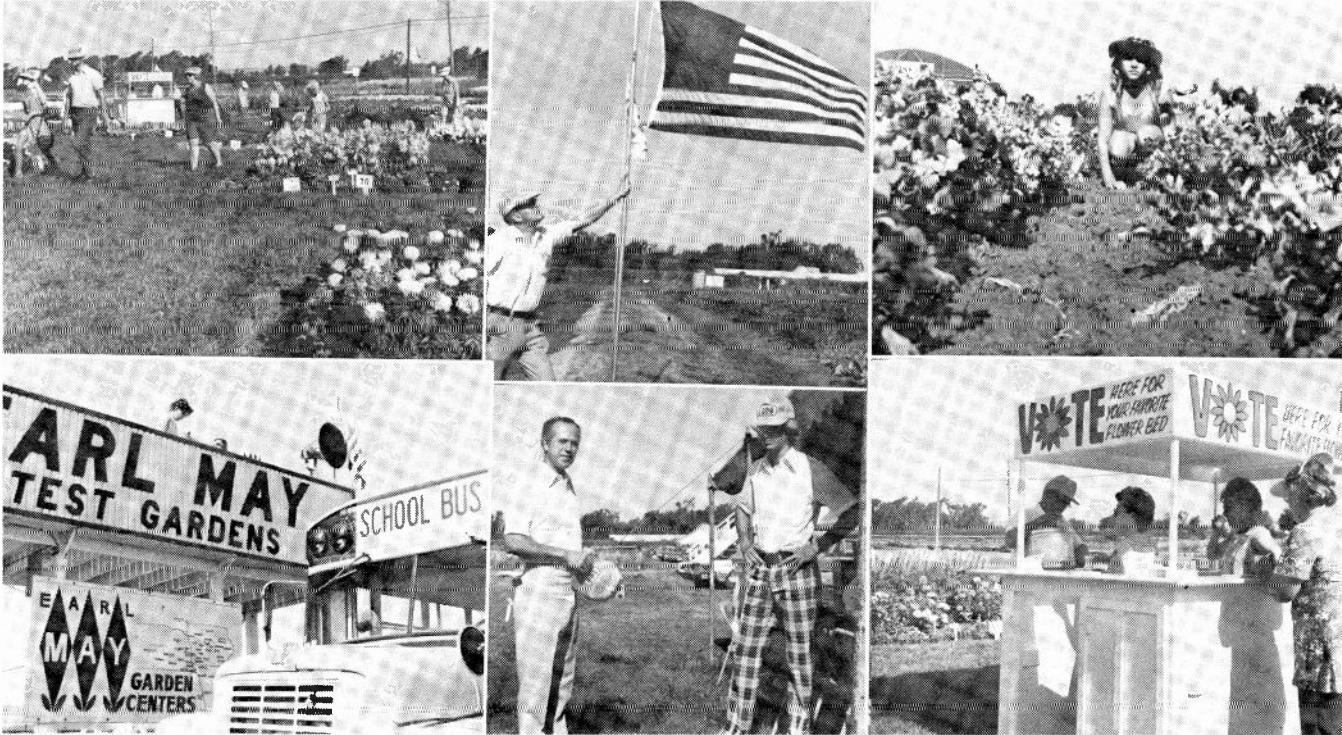
Alert newsman that he is, Bill soon began to suspect that there was something fishy about his trip and except for the fact that he recognized the two police as Jerry Calkins and Gordon Burmania, he might have thought he was being abducted. Lingering, worrisome thoughts began to subside as the car turned the corner and approached KMA Radio Station. When the two ushered Bill into the studios, he knew that his fun-loving, joke-playing cohorts at KMA had done it again. For there on his desk lay an assortment of trivia, questionable gifts, balloons labeled with appropriate witticisms and a large sign welcoming the bridegroom back to his work at KMA after a two week honeymoon.

Fortunately, Nan, informed of the joke, soon joined in the fun.

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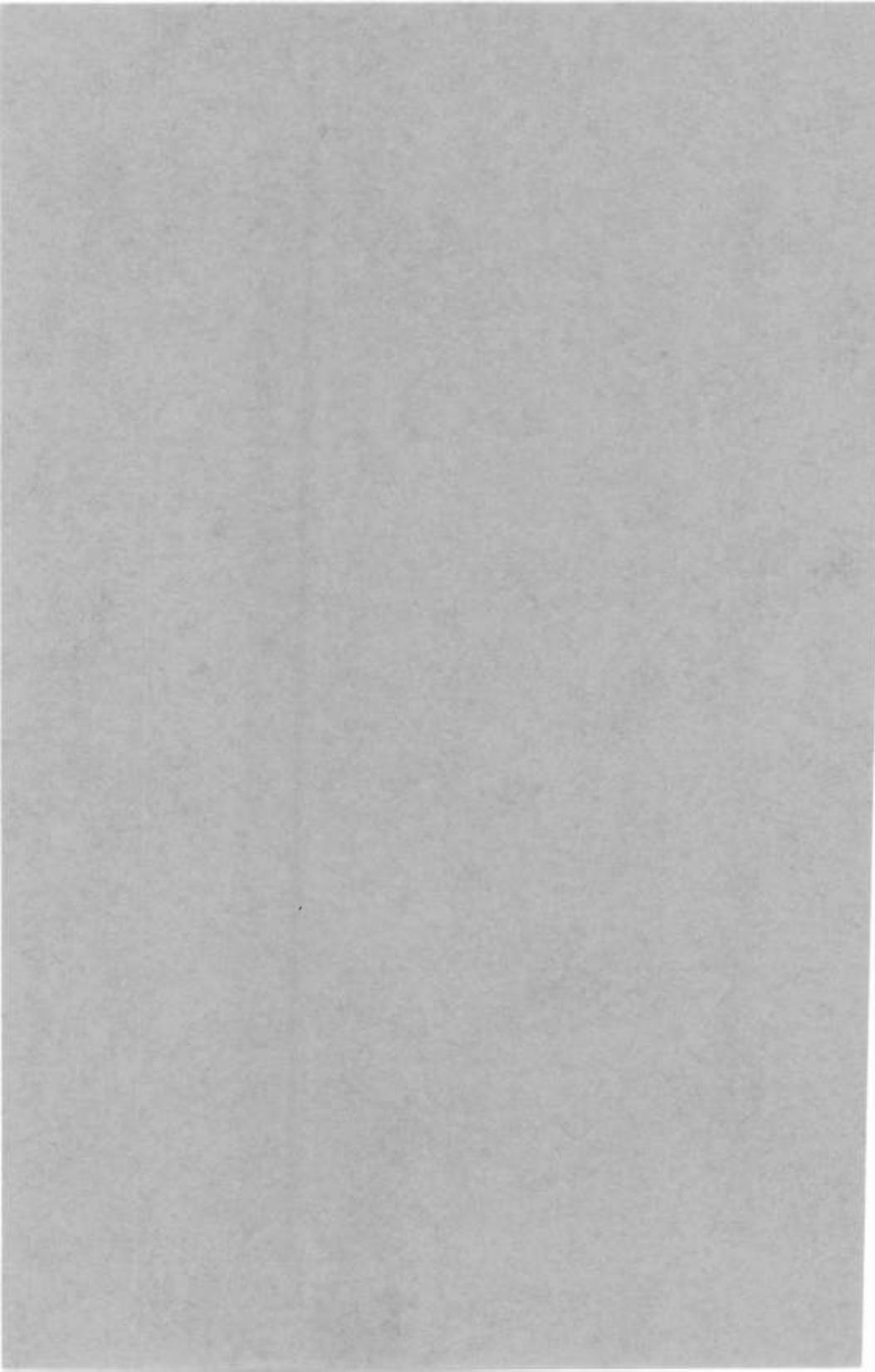


JAN



Among the scenes at the Open House are these pictures including Earl May Seed and Nursery Co. employees: Blaine Barton who has charge of the gardens, talking to Tracy Teagarden; Phil Rattenborg of IBM dept. raising the Ecology flag, and in the booth can be seen Lucy Lawson, Elaine Spargur and Clayton McMahon.

More than 8700 people from 24 states including Hawaii and one foreign country braved the heat to attend the 17th Annual Open House at the Earl May Test Gardens July 21. A total of 2,805 different varieties of flowers, vegetables, perennials, roses, shrubs and evergreens were shown in the 76-acre tract. Of the 120 flower beds, visitors picked No. 53 Happy Face as their favorite. Second place went to No. 13 and third to No. 20. The biennial tradition of Ed May's Straw Vote showed incumbents have a better than even chance to stay in office this year. The gardens, having survived the terrible heat of the past summer, will remain open until frost, and visitors are welcome.





The

KMA GUIDE

September 1959



COVER STORY

INJUN SUMMER. . .Throughout the summer months home owners water, fertilize, prune and carefully nourish lawns, gardens and trees. Comes Fall and they really go to work sending up smoke signals with piles of leaves. Here are two neighbors who look upon such chores as an opportunity to get outdoors, visit across the fence, and get some exercise. Jack Rainbolt, KMA sportscaster and host on Club 960 every evening; and Ralph Childs, veteran KMA newscaster on 6:30 and 10:00 p.m. news, live next door to each other, visit a lot. Conversation here got around to geese flights, hunting. Fall is the time of year when the beauty of trees turning from lush green to shades of yellow, red and brown are a joy to behold. Don't forget to take time out, hop in the car and tour the countryside. Mother nature is about to put on the greatest show of the year.

The KMA Guide

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Here's that lively group heard every Friday evening and Saturday morning on KMA, the Sparta Polka Band in recording session in the main studio. The band is heard every Friday evening at 5:30, then again Saturday morning at 5:30 and 11:30 a.m. The Sparta boys are very popular and play many engagements out of their Omaha headquarters. Members are: l to r front row, Bill Brown and Jerry Jaros, sax; Ernie Hovorka, bass horn; Terry Jaros at piano; Gene Egnoski, accordian. Back row; Eddie Shalupa and George Micha, trumpets; and John Julis, far rear, on drums.



A Chat With Edward May

On July 26, we had our second, annual Open House in our 76-acre Test Gardens here in Shenandoah—and it was a big success. For weeks our crews had been busy getting the test and demonstration plots all ready to go, and they never looked better.

Over 1,600 varieties of flowers and vegetables were at their peak of perfection for the big day; 44 different kinds of lawn seeds were planted side by side for easy comparison; 90 kinds of roses and 100 gladiolus varieties were blooming.

In addition, seeds from Holland, Italy, Denmark, Japan, France, Costa Rica, Mexico, Guatemala and Canada were grown along side their American counterparts.

Over 7,500 people visited us that day—from nearly every county in Iowa, from Kansas, Missouri and Nebraska. And many, many people from distant states (California, New York, Louisiana, Texas) spotted gorgeous flowers from the highway and dropped in.

Of course, you are always welcome to visit our Test Gardens, located on the south

edge of Shenandoah on Highway 2. But on our annual Open House Day we are all on hand to greet you, visit with you, and answer your questions.

We have a Registration Tent set up where we give everyone a free gift and every lady a sun bonnet. In the picture above, my wife, Eleanor (center, in sunglasses) is busy registering a visitor.

Incidentally, everyone who registered has been sent a copy of our new Fall Catalog. If you haven't received your free copy yet, by all means write me for one. It is more beautiful than ever, with gorgeous full-color illustrations of all the finest imported tulips, daffodils, crocus, hyacinths and all the other spring-flowering bulbs plus roses, shrubs, iris, peonies, hedges and everything else available for planting in the fall.

We're getting busy, now, getting ready to handle the thousands of orders our friends all over the country will be sending us soon. We're very proud of the trust you place in us—and we will do our very best to continue to deserve it.



Frank Comments

By FRANK FIELD

The picture this month shows our house as it looks 4½ years after it was built. If you will remember back a few years—we started excavating for the basement on the first day of January 1955. We had such a mild, open winter that the construction crew was able to work every day. In fact, we moved in on April 1st—exactly 3 months to the day from the time they started digging out the basement. It was nearly a month later before the yard was graded and the sidewalks laid. So it was well up into May before we were able to plant our trees, shrubs, roses, and evergreens. We used lots of water that first year because the summer was quite dry. Everything took off nicely and made a good growth and what you see now is what you might call 5 years growth as this growing season is about to draw to a close.

The larger of the two trees to the right of the picture is a Hybrid Elm about 35 feet high and 7 inches through the trunk. Until the first day of August this year, there was another exactly like it opposite the northwest corner of the house in what would be about the center of the picture. In other words—the one you see there now is lined up with the south side of the house, and the missing one was lined up with the north side of the house. On the first day of August, we had a severe storm here in Shenandoah, and it actually broke off that Hybrid Elm tree about a foot below the surface of the ground. Now the big question is what kind of tree to use as a replacement. We could, of course, put in another young Hybrid Elm. But with all this agitation about Dutch Elm Disease, we hesitate to take a chance. We could put in

another Pin Oak as we already have two along the south side of the house. You can see one of them at the extreme right side of the picture. We could plant an American Linden, but they grow rather slowly. We will probably wind up planting a Sunburst Locust as they grow quite rapidly and eventually make a nice symmetrical tree. The leaves are so fine and fern-like that they do not cast a deep heavy shade and they are so small that the wind blows them away in the fall of the year so that they don't require raking.

That rose bed in the near corner of the yard consists entirely of Eutin Roses and they are just blooming their fool heads off. The petunias on each side of the front walk running from the house out to the street are Red Satins and they are an absolute mass of color. The tall, spiky evergreens at the corners of the house and by the front porch are Green Scopulorum. The low, bushy evergreens across the front of the house and under the picture window are Pfitzer Junipers and the evergreens across the north end of the house in the shade are Spreading Taxus.

The lawn was started with Maypark Lawn Grass Mixture and has never had any seed of any kind added to it since it was started 5 years ago. It has had a heavy application of Maytone Fertilizer each year—applied very early in the spring before the grass even started to green up. It has been watered occasionally during hot, dry spells to keep it from going brown and has been mowed regularly at a height of 3 inches. The clippings have been allowed to lay and the yard has never been raked since the grass seed was sown. Mowing the lawn high and letting the clippings lay is the easiest way to get rid of crab grass that I know of.

Incidentally, here in Shenandoah we had 9.83 inches of rain during the month of August.



Trial Grounds "Open House" Colorful Attraction



Almost haloed by a circular plot of pampered petunias are two gentlemen responsible for the tender loving care administered the Earl May Seed Company Trial Grounds. John Topham, left, Garden Seed Department Manager, is in charge of the trials. He works with other department heads in selecting new varieties, testing, and making successful varieties available to you. George Hayes, right, is foreman of the grounds. George and his crew lay out, plant and tend the grounds with immaculate care. Note George's deep tan.

Ed May's Chat on page 3 tells most of the open house story. 7,500 people is an impressive list of visitors. Traffic could have become badly jammed, but instead, under courteous supervision flowed smoothly all day. At right, Wayne McMannama, Farm Seed Manager, points out the route and answers questions of visitors touring the grounds by car. The great majority walked the grounds, taking pictures and leisurely browsing among the flowers. Nearly sixty company employees, identified by white helmets, were on hand to answer questions. In some instances visitor's tougher questions had to be relayed.



The most popular "question-answer man" was Frank Field. Frank was constantly surrounded by admirers. Pictured with Frank on the left is a charming young lady who asked Frank to autograph her sun bonnet. The bonnets were given free to visitors. Before Frank knew it he was autographing everyone's bonnet. Frank probably had writer's cramp but wouldn't complain because he enjoys the opportunity to visit. The object Frank is holding is his 35-mm Bolex movie camera. Frank makes movie studies all season long in the trial grounds.



"Business Final" With John Cameron Swayze

6:00 - 7:00 SUPPER HOUR NOW
BALANCED WORLD COVERAGE!

Supper hour program changes will go into effect September 8th with the premiere of a new ABC network program "Business Final" with John Cameron Swayze. His daily Monday through Friday report will come direct from the floor of the New York Stock Exchange with stock quotations, trends, industry analysis, interviews with industrial giants, and business reports from U. S. and foreign business centers. The addition of ABC Network's "Business Final" at 6:10 and Ralph Childs' 6:30 insertions of ABC news direct from where it happens gives KMA a sensation-

al boost in complete coverage of all facets of world events. Here's the way this new, exciting supper hour goes: 5:45 p.m. John Daly, news commentary, followed at 5:55 by Arthur Van Horn, international news observer. "Farm Bulletin Board" heard at 6:00 p.m. will be shortened to 10 minutes. Newly added John Cameron Swayze and "Business Final" follows at 6:10 to 6:20 p.m. Five minutes of "Sports" at 6:20 followed by one of the few radio editorials in the nation with Dean Naven and "As Naven Sees It" at 6:25 p.m. "Ralph Childs and the News" at regular 6:30 time featuring up-to-the-minute excerpts over the ABC Network. At 6:45 to 7:00, Weather and Markets, a complete resume of four-state weather and forecasts with a rundown of the day's activity in major market centers. This is your new supper hour on KMA... packed with important day-to-day information.



We have received many requests for a picture of the KMA Business Office. While we were at it we thought it would be appropriate to introduce new additions to the KMA staff. The three new faces are l to r. Barbara Stimson, Guide Copy Editor; Mrs. Ruth Dragoo, Log Coordinator; Mrs. Carolyn Meyer, Sales Secretary. Also pictured, right background, Mrs. Farrell Turnbull, Traffic; and right foreground, Evalyn Saner, Managerial Secretary. The main office is surrounded by eight private offices, the smallest of which you see in left background.

Shenandoah is losing one of its most popular citizens, Mrs. Greta Bellamy, one of the most accomplished organists in the midwest. Many of you know Greta personally or have heard her innumerable times over the years on KMA. Greta will become a great asset to Ames and Iowa State College where she will become House Mother at the Phi Gamma Delta Fraternity (325 Ash, Ames, Iowa). Pictured here, a farewell party with a group of close friends. l to r, Helen Rucker, Florence Falk, Elizabeth Taylor (Greta's aunt), Greta, Bernice Currier, Margaret Travora, and Billie McNeilly.





Doris Murphy, Director of Women's Activities, and Jack Gowing, Farm Service Director, recently lent a hand in the Page County Fair at Clarinda, Iowa August 13th. Jack very capably acted as Master of Ceremonies for the evening's program. The climax of the day's events was the crowning of the regional Queen of the Furrow. Doris participated as one of the judges. Pictured above between Jack, far left, and Doris, is Jane Grindle, newly crowned queen. Jane is the daughter of Mr. and Mrs. Harold Grindle of Malvern, Iowa. She received a beautiful 17-jewel wrist watch and will compete in the state finals at Mason City Sept. 20th. Judging was no easy matter as is readily seen by the remaining twelve lovely lasses who were winners and runner-up in their respective counties.

Australian Cowboys at Sidney Champ Rodeo



Jack Rainbolt, left, and Dean Naven, center, brought rodeo fans "inside" information about rodeo and the folks who made the excitement at this year's annual Sidney, Iowa event. Here Dean interviews Robin Yates of Queensland, one of three Australian cowboys from "down under" who are pretty much tops with everyone in U. S. rodeo circuits this year, their first.

KMA Football Season Iowa U. - Hawkeye 8

Iowa University, Big 10 and Rose Bowl Champions, heads up the KMA football year every Saturday afternoon starting September 26th with their first game at California U. Friday nights KMA sportscasters Dean Naven and Jack Rainbolt will do a direct broadcast of the "Game of the Week" among Hawkeye 8 high schools in S. W. Iowa with a complete roundup of all football scores every Friday night (repeated Saturday morning) and all college scores every Saturday afternoon. Here's how the schedule goes:

- Fri. 7:45 p.m. "Hawkeye Warmup"
highlights of Hawkeye 8 activity
- Fri. 8:00 p.m. "Game of the Week"
Best game of Hawkeye 8 conference
- Fri. 10:15 p.m. "High School Scores"
complete roundup of regional scores
- Sat. 7:30 a.m. "Recap H.S. scores"
final roundup, high school scores
- Sat. 1:15 p.m. "Iowa U. Football"
- Sat. 5:00 p.m. "College Scoreboard"
up-to-minute college scores
- Sat. 6:45 p.m. "Football Finale"
complete wrap-up of all scores



By DORIS MURPHY

Mr. Anthony J. Koelker, KMA Station Manager, was recently appointed by the Mayor as a member of the Shenandoah Library Board.

David, son of newscaster Ralph Childs enjoyed attending an Episcopalian church "camp" for teenagers on the Simpson College campus two weeks this summer.

Edward May, Jack Gowing, and Florence Falk broadcast their programs direct from the May Seed Company booth at the Iowa State Fair in Des Moines, September 4th.

A high chair, baby bed, and play pen were quickly offered by friends and relatives when it was learned that my 9-month-old granddaughter, whom I had never seen, was coming for a visit. Little Ellen arrived with her parents, Mr. and Mrs. Tom Murphy by plane from New York on August 11; and what fun our family had for ten days of visiting with Tom and Terry and playing with the baby. On Sunday, August 15, we had a reunion with seventeen members of the family present. Here is a four-generation picture taken that day, and I thought you might enjoy seeing it. My son Tom, his wife Terry, and little Ellen are in the center; with my aunt, Miss Lillian Paul, on the right; and myself on the left. It was a very hot day, and we had quite a time keeping Ellen interested in having her picture taken instead of sucking

ing her thumb. But the thumb finally won out, and our good little baby was soon tucked in bed for her afternoon nap.

Congratulating Clarinda as a community for sponsoring such an outstanding activity as the practical nurses course in Clarinda Junior College, Florence Falk of KMA gave the commencement talk when the fourth PN class was graduated this summer. Praising the thirteen graduates for having decided on nursing for a career, she said: "Having chosen a career of service, you will enlarge your circle of friends—old and young, both of which will add something to your life." With cleverly presented quips, Florence pointed to the success their life might be—"Learn to live by the mistakes of others"; she suggested and mentioned the axiom that "life is 10% what you make it and the rest how you take it."

Little did Homemaker Bernice Currier realize her program stressing foods that are safe to put in lunches for working members of the family or for picnics during hot weather would cause so much interest. Scarcely had she completed her broadcast before the telephone started ringing. People thanked her for the helpful information, and many wanted to ask further questions. Before the day was over, she had received around 50 calls from interested listeners.

Back in January 1947, pictured on the back cover of the KMA Guide was 3-year-old Jimmie, son of James Blackwood of the famous Blackwood Quartet. With top hat, cane, and big suitcase, he was titled: "Little Mr. 1947". When Jimmie's father, James, was in Shenandoah last month, he dropped in at the radio office for a visit. He told us Jimmie is now 16 years old and has a brother, Billie, who is 6. Billie is full of music, sings all the time, and wants to start taking piano lessons. Listeners of KMA will recall R. W. Blackwood and Bill Lyle who were killed in a plane crash in 1954. Roy and



Doyle Blackwood have a music store at 209 North Lauderdale in Memphis, Tennessee where the Blackwood families are living. For a month this summer the Quartet toured the west coast returning through the Midwest—singing every night and traveling in the daytime in their own air conditioned bus that is fully equipped with beds and cooking equipment.

Luckily the Warren Nielson family vacationed early enough in the summer that they were able to include Yellowstone in their itinerary. Late August vacationers no doubt were disappointed when the park closed following the earthquakes. The Nielsens drove 3,500 miles visiting Denver, Salt Lake, the Jackson Hole country, and Yellowstone. According to Warren they had bears to keep them company in Yellowstone and jack rabbits in Utah.

Don't know if it is true that cats have nine lives, but I do know that the Byron Falks had nine cats die in just 2 or 3 days this summer. And that wasn't all—the big red rooster that was six years old drowned in a rain storm. However, Florence reports they still have cats and roosters left, so guess life goes on as usual out on the farm.

Merl Douglas, early morning announcer on KMA, was trying to make arrangements for his 6½-year-old daughter, Valerie Jo, to get in to see her mother who was confined to the Hand Hospital. Mrs. Douglas entered the hospital in early August to correct an ailment causing muscle spasms that were affecting her legs. Little did they realize that Valerie Jo would soon be in the hospital, not as a visitor, but as a patient.

Jumping up and down on a davenport at home, Valerie pulled out a vertebra in the back of her neck. Not being able to turn her head she was taken to the hospital. You can imagine her mother's surprise to look up and see them bringing in her own daughter for nursing care in the bed right next to hers. Valerie was put in traction around her chin, while her mother was in traction from the waist down. Here you see them pictured in their room at the hospital with nurse Mrs. Harold W. Johnson (a graduate of the Clarinda School of Practical Nursing) in attendance. Both were improving the day Photographer Duane

Modrow arrived to take their picture. They had pulled their beds up close together, and Valerie was having a ball being in the hospital with her mother.

Our deepest sympathy is extended to Production Manager Warren Nielson and family at the sudden death of Warren's mother in Yankton, South Dakota, August 25. Mrs. Martha Nielson, a resident of Shenandoah, had gone to Yankton to visit relatives. She had entered the hospital on a Saturday for a check up. Her death occurred three days later. Funeral services were held at the Sacred Heart Church in Yankton.

Friday, August 14th had been selected as "moving day" for the Harry Ebbesens. Truckers were coming at 1 o'clock to load up. But when 1 o'clock came exactly on the dot, a rain started. Before the afternoon was over, a second rain came to dampen moving day, but they didn't let it stop them. They went right ahead and got into their new home. Since Harry's mother had never seen their home, his parents, along with his sister Ileene came from Vermillion, South Dakota September 4th for a few days visit. The Ebbesens are enjoying their new Perfection home and already have the basement finished into a recreation room.

Mrs. Kathryn Stewart of Shenandoah, affectionately known as "Lindy" in the KMA COUNTRY SCHOOL years ago, passed away at the home of her daughter, Mrs. Russell Halford in Palisades, Calif., September 2nd. The body was returned to Shenandoah for burial beside her husband "Toby", also of Country School fame. Mrs. Halford will be remembered as Kay Stewart, dancer in the KMA COUNTRY SCHOOL. She is now appearing in television plays on the West coast.



A Letter From The Farmer's Wife

Greetings from the farm! This day in August—when copy is due the 20th—is very, very warm and our biggest hopes are that by the time this is read the weather is cooler.

The past two months have been one grand big whirl-around for The Farmer's Wife and her family. With all the busyness there is on a farm in the summer we have added trips and tours.

The season for planting and cultivating was off to a slow start this spring, and now the corn seems to have made a very fine growth; if frost is delayed a short time there should be some records broken. We have been fortunate in having ample rains. They came some times with a great deal more trimming in the form of winds and such than was necessary. This summer has been one with much greenness—trees, vegetation, and flowers have been lovely.

Now that school is starting we will all fan out from one central point; and as a good friend of mine said, "We'll at least be able to talk across the table."

Karenann has been our traveler for this year. She attended 4-H Conference in Ames, Senior Girl Scout Roundup in Colorado Springs, Colorado; and she is a member of the 4-H group from Page County that went to Canada. It has made a very full and busy summer for her, and she's been trying to get school sewing out of the way, too.

Bruce attended 4-H Camp at the State location near Boone and enjoyed that. Boy Scout Camp at Wakonda was also fun. He and I went to Colorado for a few days to see Karenann. He has made several short trips around the area. That with farm work, 4-H, fair (County and State) made for a full summer.

The Farmer has been busy; at this writing he just finished baling the third cutting of alfalfa, and it is the nicest he's ever put up. The foundation work was his sideline—getting the dirt spread out; hauling sand, cement blocks, etc. But that is now history, and the plastering and cleanup are well under-way. His only vacation away from home—our family reunion at Oakland, Nebraska, and a visit to the County and Iowa State Fair. He gets tired easily but seems to get his work all done.

There have been many visitors at the farm the past two months. The nurses in training at the Hand Hospital in Shenandoah have been here for coffee, and seven have visited the industries of our small community, Essex. This makes for better understanding of patients and completes the rural slant on well-rounded training they receive. These groups change every six weeks and a new group of girls comes out. Our September tour will include some business located right in the country—that of a ceramic studio, a beauty parlor, and a bakery.

During August my privilege was to visit with the women from Pine Cottage at Clarinda Mental Health Institute. These ladies were guests at a garden party at Bethesda, at the home of Freda Baumgarten. They enjoyed the garden, the pets, the ride, and the lovely lunch served by the Bethesda Garden Club. This, and future work to be done, was correlated by Mrs. Darrel (Doris) Otte, Coordinator of the volunteer workers of this Iowa's institution. There is so much that needs to be done for these people, and we all should try to be of more volunteered service.

August 14 marked the completion of one year's full training for 13 people. Very fine people I have come to know throughout the year. These people graduated that evening, receiving their certificates, pins, and nurses lighted lamps as Licensed Practical Nurses. They were my guests at a Breakfast here at the farm Thursday morning at 7:30. Dean and Mrs. Paul Larsen of the Clarinda Junior College; Mrs. Brenadine Post, Coordinator; Mrs. Martha Blank; Mrs. Harry Naico; and Mrs. Lillian Carson of Essex were also guests.

And so now until my next letter in November, The Farmer's Wife asks you to KEEP SMILING.

The KMA Guide



Homemaker's Guide

"The Farmer's Wife"

By FLORENCE FALK

Now that we are into September the school lunch is getting lots of attention. If your children don't come home for lunch, they will be eating the noon meal at the school cafeteria—or from the lunch box. But no matter where the youngsters eat, their lunch should be well-balanced. According to experts on school lunches, a well-balanced lunch includes, one-half pint of whole milk; ample servings of cheese, fish, chicken; or one egg; or a half cup of cooked dry beans or peas. Or it should include four tablespoons of peanut butter, one or two servings of vegetables or fruit—or both—and at least one piece of buttered bread or muffins.

Any youngster going to school needs a lunch packed full of calories or energy protein for growing bodies, and calcium and iron to build strong teeth and bones. Remember, good lunches will make better students and athletes.

* * *

The young fry will love a peach salad sandwich—and so will most grown-ups for that matter. Try it today; team it with the following menu:

Broiled Sausage Patties
Baked Beans
Brown Bread or Hot Rolls
Plain Cake with Milk for Dessert
To make the Peach Salad Sandwiches:

Fill each one of the peach halves with cole slaw or cottage cheese, and lemon or orange rind. Top each one with a second peach half. Anchor with a toothpick if necessary. (The youngsters, particularly, might prefer this filling—combine raisins, dates and peanut butter.) Whatever you use as a filler, serve the peach salad sandwiches on salad greens with mayonnaise.

* * *

A birthday party—or any other children's party for that matter—can be "extra special" when it has a circus motif. What could be more fun than clowns, menagerie cookies, circus wagons made of ice cream, a circus cake and of course, pink lemonade! There will be squeals of delight, for children enjoy the "extras"; and a circus party

is really as much fun as a "barrel of monkeys."

A "Big-Top" cake while looking very fancy is actually easy to make. Start with three layers of sponge cake, put together with a jam or nut filling; and then cover the top and sides with white frosting. Animal performers of different colored plastics, or animal crackers make a frosted parade around the top of the cake—really a one-ring circus effect. If you wish, make a tent-shaped top from red and white striped paper or white paper with colored or painted red stripes. Use the long candy-striped poles (stick candy) and you have the tent over the animals.

Ice cream, circus wagons are easily made with ice cream; vanilla, cooky wafer wheels; and a flat nabisco wafer top. If you wish, wagon bars may be made of narrow rounded cooky strips holding them over the tiny animal crackers inside. Just use your imagination—the children will supply the rest. Pink lemonade is a must! You might make bright-colored clown hats to wear while eating and playing party games. Make the circus party a gay time for the children to remember.

A simple dessert that small youngsters would like to make is concocted of graham crackers. Cream together brown sugar and butter with a few drops of vanilla flavoring. Spread on the graham cracker and put another on top. That much can be done by the children and mother can do the rest. Put the crackers in the oven long enough to caramelize the sugar. The warm, sugary cracker sandwiches are fine for refreshments for small friends. They also taste good with fruit.

For a children's supper try this menu:
Baked Potatoes

Mashed Carrots and Scrambled Hamburger

Fruit Gelatin Salad in Individual Molds
Cracker Sandwiches.

To scramble the hamburger, brown the cooled beef in butter and stir with a fork to form very little pieces; cook until very well done.

Homemaker's Visit

By BERNICE CURRIER

CRANBERRY ORANGE REFRIGERATOR CHEESE CAKE

Crumbl Crust

Mix together:

2 cups finely crushed graham cracker crumbs, $\frac{1}{2}$ cup sifted powdered sugar, $\frac{1}{2}$ cup butter or margarine. Press onto bottom and sides of 9 inch spring form pan.

Cake

A—2 egg yolks beaten

$\frac{1}{2}$ c. milk

1 c. sugar

$\frac{1}{2}$ t. salt

B—2 T. (2 envelopes) plain gelatin
 $\frac{1}{2}$ c. orange juice

C—2 T. grated orange rind

1 t. lemon juice

1 t. grated lemon rind

2, 12-ounce cartons sieved cottage cheese

D—1 c. heavy cream whipped

E—2 c. sweetened cooked cranberries

F—2 egg whites beaten stiff

Beat A and cook in top of double boiler until thick; Combine B and add to A, stir until dissolved. Add C and chill until jelly-like. Fold in D, E, and F. Pour into crumb crust. Chill until firm. Remove spring form, set on platter to garnish with colorful leaves or flowers.

* * *

SOUR CREAM CHOCOLATE CAKE

(Thanks to Margaret Hull of Villisca, Iowa).

A— $1\frac{1}{4}$ c. sifted flour

1 c. sugar

1 T. cocoa

1 t. soda

$\frac{1}{4}$ t. salt

B—1 egg unbeaten

1 t. vanilla

1 c. thick sour cream (or commercial sour cream)

Sift A into a bowl and add B. Beat at high speed for 5 minutes. Pour into oblong pan greased, (9 by 11 by 2 inches). Bake 30 minutes or until tested done, at 375°.

* * *

School time is cookie time. These are good keepers, stay moist and just soft enough to be popular with everyone.

LUNCH BOX COOKIES

A—2 c. raisins

1 c. water

B—1 c. shortening

2 c. sugar (brown or white)

C—3 eggs unbeaten

D—4 c. sifted flour

1 t. cinnamon

1 t. soda

1 t. salt

$\frac{1}{2}$ t. nutmeg

$\frac{1}{2}$ t. mace

E— $\frac{1}{2}$ c. chopped nuts

Cook A for 5 minutes. Cream B, add C and beat. Add A. Sift D and add. Add E. Drop onto greased cookie sheet $1\frac{1}{2}$ inches apart. Bake 15 minutes at 375°. Makes 75.

* * *

CHOCOLATE BUTTERMILK COOKIES

1 egg

1 c. brown sugar packed

1 t. vanilla

$\frac{1}{2}$ c. shortening

2 squares melted bitter chocolate $1\frac{1}{2}$ c. sifted cake flour (or all-purpose)

$\frac{1}{4}$ t. salt

$\frac{1}{4}$ t. soda

$\frac{1}{2}$ c. buttermilk

$\frac{3}{4}$ c. chopped pecans or walnuts

Beat egg, add sugar, vanilla, shortening and beat. Add chocolate, then add sifted dry ingredients alternately with milk, beginning and ending with flour. Then fold in nuts. Drop by teaspoon on greased cooky sheet, bake 10 to 12 minutes at 350°.

* * *

BANANA OATMEAL COOKIE

A—2 c. sifted flour

1 t. cinnamon

$\frac{1}{4}$ t. nutmeg

$1\frac{1}{2}$ t. salt

1 t. baking powder

$\frac{1}{4}$ t. soda

1 c. sugar

B—1 c. soft shortening

1 c. mashed bananas

2 eggs

C— $1\frac{1}{2}$ c. quick cooking oatmeal.

Sift A, add B and beat until smooth. Fold in C. Drop by teaspoon on greased cooky sheet 2 inches apart. Bake 10 minutes at 375°. You can use fresh bacon grease for shortening and omit the salt from recipe. Mash bananas and whip with rotary beater until like thick liquid.

* * *

MACAROONS

4 c. corn flakes

1 c. coconut

1 c. sugar

1 c. chopped nuts

4 egg whites

Beat whites stiff, then add the rest of the ingredients. Drop by teaspoon on greased cooky sheet and bake at 300° (or even 275°) until dry.

Midwest's Best Cookie Recipes For Sept.

We're sorry! Since the printing of the Christmas Tea Cookie Book we have discovered some errors. Please make these corrections in your own recipe book. We hope you are enjoying the cookie recipes.

Page 1—Bottom of page—Mince Meat Cookies. It should read: 1 box of honey spice cake mix, mixed according to directions on package. Then combine the Honey cake mix and prepared mince meat with $\frac{3}{4}$ cup sugar, flour, etc.

Page 2—Chocolate Top Oatmeal Bars—in the topping—line 10—6 ounces of semi-sweet chocolate chips.

Page 4—Fudge Cookies—Recipe should include $\frac{1}{2}$ teaspoon of salt for better flavor.

Page 9—Unbaked Cookies—Recipe calls for 5 cups of corn flakes. Should use 4 to 5 cups cereal—depending on the kind of cereal you use.

Page 11—Cottage Cheese Ice Box Cookies—Should be dipped in powdered sugar while still warm.

Page 12—Snowberry Cookies— $\frac{1}{4}$ cup shortening was omitted.

Page 13—Cherry Macaroons—the first line was omitted. It should be—2 egg whites.

Page 13—Puff Top Cookies—Put $\frac{1}{2}$ marshmallow rather than a whole one, or three tiny ones on top each cookie.

Page 17—Melt-In-Your-Mouth Cookies—use 1 $\frac{3}{4}$ cups flour instead of $\frac{3}{4}$ cup.

COOKIE QUIX

Mix together on waxed paper:

1 $\frac{1}{4}$ c. brown sugar packed
1 $\frac{1}{2}$ c. quick oatmeal
1 $\frac{1}{2}$ c. sifted flour
 $\frac{1}{2}$ t. soda
 $\frac{3}{4}$ t. salt

Mix together in a bowl:

$\frac{1}{4}$ c. shortening
 $\frac{1}{4}$ c. butter
4 T. hot water
1 t. vanilla

Add half of the dry ingredients to shortening mixture, beat smooth. Stir in the remaining dry ingredients. Mix to stiff dough. If necessary, add 1 or 2 more teaspoons of hot water. If desired, add angel flake coconut to part of the dough and chopped nut meats to the rest. Make into small balls, place on greased cookie sheet, flatten with the bottom of a glass dipped in sugar. Bake 8 to 10 minutes at 375°. Cool, then store in air-tight container.

* * *

STARLIGHT MINT SURPRISE COOKIES

Sift together:

3 c. sifted flour
1 t. soda

$\frac{1}{2}$ t. salt

Cream well:

1 c. butter or margarine

Gradually add:

1 c. sugar

$\frac{1}{2}$ c. brown sugar packed

Add and beat:

2 unbeaten eggs

1 t. vanilla

Blend in:

The dry ingredients

Cover and chill for 2 hours or more. Wrap small solid chocolate mint wafers in 1 tablespoon of dough each. Place on ungreased cookie sheet about 2 inches apart. Top with walnut half. Bake 10 to 12 minutes at 375°.

* * *

CHILDREN'S COOKIES

Beat till creamy:

1 c. shortening

1 $\frac{1}{2}$ c. sugar

2 eggs

Add:

3 c. unsifted flour

2 t. cream of tartar

$\frac{1}{2}$ t. salt

1 t. soda

Add:

1 t. vanilla

Mix well and make into small balls.

Roll in:

2 T. cinnamon

4 T. sugar

Lay on greased cookie sheet and press flat with fork. Bake until light brown in 375° oven. To vary decoration roll some of them in colored sugar or finely chopped nuts. Makes about 4 dozen.

* * *

COFFEE AND SPICE DROPS

Beat till fluffy:

1 c. soft shortening

2 c. brown sugar packed

2 eggs

Stir in:

$\frac{1}{2}$ c. cold coffee

Sift and stir in:

3 $\frac{1}{2}$ c. sifted flour

1 t. soda

1 t. salt

1 t. nutmeg

1 t. cinnamon

Add:

$\frac{2}{3}$ c. coarsely chopped nuts.

Chill at least 1 hour. Drop by rounded teaspoons about 2 inches apart on lightly greased cookie sheet. Bake until set—just until when touched lightly, almost no imprint remains. Bake 8 to 10 minutes at 400°. Makes about 6 dozen.

KMA Daily Programs For September, 1959

5000 WATTS—ABN

DAILY DAYTIME PROGRAMS**MONDAY THROUGH FRIDAY**

5:00 a.m.—Town & Country Hour
 6:00 a.m.—News & Weather
 6:15 a.m.—Western Star Time
 6:30 a.m.—RFD 960
 7:00 a.m.—Dean Naven. News
 7:15 a.m.—Frank Field
 7:30 a.m.—Markets
 7:35 a.m.—Let's Go Visiting
 (Tues. Thurs.)
 7:35 a.m.—Lawrence Welk's Show
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Take 30 for Music
 8:30 a.m.—Berniece Currier
 9:00 a.m.—Breakfast Club
 10:00 a.m.—Martha Bohlsen Show
 10:15 a.m.—Housewives Serenade
 10:30 a.m.—Florence Falk
 11:00 a.m.—Back To The Bib'e
 11:30 a.m.—Lawrence Welk's Band
 11:45 a.m.—Morning Markets
 12:00 noon—Dean Naven. News
 12:15 p.m.—Edward May
 12:30 p.m.—Jack Gowing
 12:45 p.m.—Markets
 1:00 p.m.—Tommy Burns' Show
 2:20 p.m.—Hayes & Healy
 2:30 p.m.—Tommy Burns Show
 4:00 p.m.—Harry's Corner
 5:35 p.m.—Eydie Gorme (M.W.F.)
 5:45 p.m.—John Daly
 5:55 p.m.—Arthur Van Horn
 6:00 p.m.—Farm Bulletin Board
 6:10 p.m.—Business Finals
 6:20 p.m.—Sports
 6:30 p.m.—Ralph Childs. News
 6:45 p.m.—Mkts. & Weather

MONDAY NIGHT

7:00 p.m.—Club 960
 9:00 p.m.—Harry's Corner
 10:00 p.m.—Ralph Childs. News
 10:15 p.m.—Dance To The Bands
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 11:30 p.m.—Back To The Bible

TUESDAY NIGHT

7:00 p.m.—Club 960
 9:00 p.m.—Harry's Corner
 10:00 p.m.—Ralph Childs. News
 10:15 p.m.—Dance To The Bands
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 11:30 p.m.—Back To The Bible

WEDNESDAY NIGHT

7:00 p.m.—Club 960
 9:00 p.m.—Harry's Corner
 10:00 p.m.—Ralph Childs. News
 10:15 p.m.—Dance To The Bands
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 11:30 p.m.—Back To The Bible

THURSDAY NIGHT

7:00 p.m.—Club 960
 9:00 p.m.—Harry's Corner
 10:00 p.m.—Ralph Childs. News
 10:15 p.m.—Dance To The Bands
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 11:30 p.m.—Back To The Bible

FRIDAY NIGHT

7:00 p.m.—Club 960
 7:45 p.m.—"Football Warmup"
 8:00 p.m.—"Game of The Week"
 10:00 p.m.—Ralph Childs. News
 10:15 p.m.—High School Scores
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 11:30 p.m.—Back To The Bible

SATURDAY PROGRAMS

5:00 a.m.—Town & Country Hour
 6:00 a.m.—News & Weather
 6:15 a.m.—Western Star Time
 6:30 a.m.—RFD 960
 7:00 a.m.—News
 7:15 a.m.—Frank Field

7:30 a.m.—Lawrence Welk's Band
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Take 30 For Music
 8:30 a.m.—Bernice Currier
 9:00 a.m.—Saturday Shopper
 10:30 a.m.—Florence Falk
 11:00 a.m.—Back To The Bib'e
 11:30 a.m.—Sparta Polka Band
 11:45 a.m.—Practical Land Use
 12:00 noon—News

12:15 p.m.—Edward May
 12:30 p.m.—Jack Gowing
 12:45 p.m.—Market Review
 1:15 p.m.—Iowa U. Football
 5:00 p.m.—Football Scoreboard
 5:30 p.m.—Saturday Matinee
 6:00 p.m.—Navy Hour
 6:30 p.m.—News
 6:45 p.m.—Sports Finals
 7:00 p.m.—Club 960
 8:00 p.m.—Dance Time
 8:30 p.m.—Dance To The Band
 9:00 p.m.—Vincent Lopez
 9:30 p.m.—Lawrence Welk's Band
 10:00 p.m.—News
 10:15 p.m.—Club 960
 11:00 p.m.—News
 11:05 p.m.—Club 960
 11:55 p.m.—News

SUNDAY PROGRAMS

6:30 a.m.—Back To The Bible
 7:00 a.m.—News & Weather
 7:15 a.m.—Church of Christ
 7:30 a.m.—Sun. Worship Service
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Radio Bible Class
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—Sunday School Lesson
 9:15 a.m.—Bible Truth
 9:30 a.m.—Sun. Album
 12:00 noon—News
 12:15 p.m.—K. C. Baseball
 3:30 p.m.—Sunday Album
 5:00 p.m.—Mon. Morn. Headlines
 5:15 p.m.—Edwin Canham
 5:30 p.m.—Wings of Healing
 6:00 p.m.—News
 6:15 p.m.—Sunday Album

6:30 p.m.—Dr. Bob Pierce
 7:00 p.m.—Rev. Fuller
 7:30 p.m.—Sunday Album
 8:00 p.m.—The Quiet Hour
 8:30 p.m.—College News Conference
 9:00 p.m.—Bible Class
 9:30 p.m.—Hour of Decision
 10:00 p.m.—News
 10:15 p.m.—Here's To Veterans
 10:30 p.m.—Revival Time
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 11:55 p.m.—News

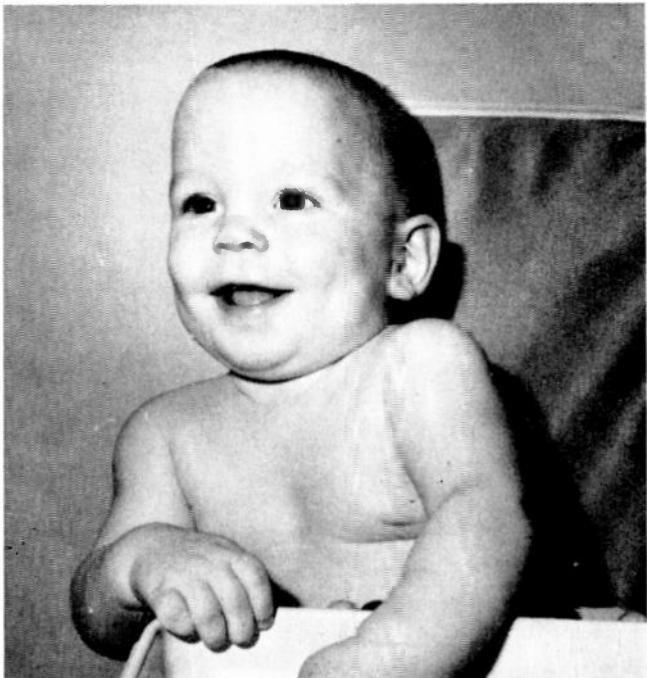
September	Time
1 at Cleveland	7:00
2 at Cleveland	7:00
3 OPEN	
4 at Detroit	1:15
5 at Detroit	1:00
6 at Detroit	12:25
7 at Chicago (2)	1:15
8 at Chicago	7:25
9 at New York	7:00
10 at New York	1:15
11 at Boston	7:00
12 at Boston	1:00
13 at Baltimore (2)	12:00
14 at Baltimore	7:00
15 at Washington (2)	3:55
	7:00
16 OPEN	
17 OPEN	
18 Cleveland	7:55
19 Cleveland	7:55
20 Cleveland	1:25
21 OPEN	
22 at Detroit	1:00
23 at Detroit	1:00
24 OPEN	
25 at Cleveland	7:00
26 at Cleveland	1:00
27 at Cleveland	11:55

Listings Correct at Time of
Publication

However, all Programs Are Subject
to Change

KMA Family Album

In the February issue of the Guide the young man pictured at right was the first new addition to the Rainbolt family. He was then just a bundle of joy in his mother Betty's arms. Here young Michael Anthony Rainbolt, crowding all of eight months, is a perfect picture of robust healthiness. Since Mike was a wee one he has liked to listen to music. Mother tunes in Jack on his night time Club 960 where there's loads of good listening and Mike enjoys every minute of it. Jack is really proud of his young offspring and has visions of many happy hours in years to come with baseball mits, footballs and father-son fun.



The Shenandoah swimming team garnered a clean sweep of victories this summer in their Big-6 meets at Creston, Clarinda, Red Oak, Shenandoah, Iowa and Rockport, Missouri. The breast stroke team pictured here was largely responsible for team wins. Cheri Hamilton, 11 year old daughter of KMA Sales Manager Cecil Hamilton, was an outstanding swimmer in her class of 10 to 12 year olds. Cheri is the oldest of the four Hamilton youngsters and Pop is really proud of her swimming ability. Pictured here are: bottom row l to r, Steve Palm, Allen Dickerson, Ned Vaughn, Mike Kennedy, Joe Kennedy. 2nd row: Joanne Gowing, Cheri, Jackie Greeno, Karen Chesshire. 3rd row: Mary Dickerson, Karen Giese. Top row: Joyce Blackburn and Kathie Manrose. Our congratulations!





Here is a panoramic view of the Earl May Trial Grounds during Open House. (Other pictures, stories - pages 3 and 5). Notice the sign at left which directs traffic to the entrance 1,000 feet away. From the base of the pole with the sign, stretching all the way along the front of the trial grounds to the entrance, is one continuous row of five varieties of floribunda roses: Fashion, Frensham, Eutin, Rochester, and Improved Lafayette. At right center is the registration tent. The front of the trial grounds back to the tent is planted in flowers of every description. Back beyond the tent - vegetable, melon and grain varieties. Each plot is surrounded by walkways of different lawn grasses.

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